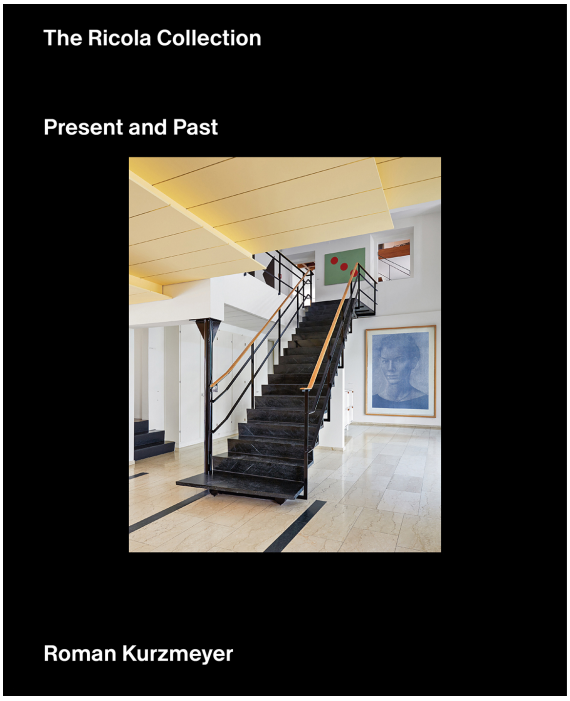
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The Ricola Collection

Present and Past

Roman Kurzmeyer

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Territory	World excluding Austria, France, Germany, Switzerland, Puerto Rico, United States, Canada, and Japan
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- Documents the vast art collection of world-famous Swiss herbal candy manufacturer Ricola
- Provides a lively insight into the collection and its presence in Ricola's corporate life
- Illustrates the importance of collecting and presenting contemporary art for the company's vibrant culture

Ricola is a Swiss global brand, famous for its herbal candies, based in the town of Laufen, near Basel. Emil Richterich, the company's founder, began collecting works by local artists in the 1940s. Since 1975, the shareholders of the still family-owned business have been expanding the collection systematically with a focus on Swiss art. Collecting and presenting contemporary art is an aspect of Ricola's vibrant corporate culture and an expression of the owning family's integral cultural thinking.

Open to the public, and exhibited in buildings designed that celebrated Swiss architects Herzog & de Meuron have designed for Ricola by since 1983, the collection spans more than half a century and the represents the latest trends in contemporary art.

This book offers a lively insight into the collection and its presence in Ricola's corporate life. Richly illustrated, it provides survey of its holdings and structure, and explores its history. Concise comments on a large selection of individual works round off this volume.

Roman Kurzmeyr is a Basel-based curator and art critic, and Head Art & Cultural Engagement at Ricola Familienholding AG in Laufen, Switzerland.







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